Simplex-o'-My-Heart" Is Her Car

AUTOS PAY STATE HUGE SUM IN ANNUAL FEES

Thus Far in Fiscal Year Bureau Has Taken In More Than \$1,270,000 in Taxes

Nearly 34 per cent. increase over last is higher. There were 140 more machines year in the amount of business was under 35 horse-power, 200 more under 50 horse-power and exactly 31 machines less reau in the past ten months, as against 63 per cent. gain over 1911, according 95 in 1912. reau in the past ten months, as against 63 per cent. gain over 1911, according to the figures tabulated under the directo the figures tabulated under the direction of Mitchell May, Secretary of State. The total net receipts from fees for licenses and registration certificates are \$1,275,000, as compared with \$1,060,000 in 1912, and \$905,000 in 1911, and there were registered this year up to December 12 133,000 owners, 57,000 chauffeurs and 1,800 dealers, as against 105-pleasures and 1,800 dealers, as against 105-pleasures and 500 commercials. Westchester has recorded 6,000 dealers in 1912, In 1911 there were 83,000 owners, 35,000 chauffeurs and 1,300 dealers. In Massachusetts

show a gain of 25 per cent, in the amount of business transacted over that of last year, when \$616,245 was collected from fees, as against \$764,000 in the present year, \$62,660 machines being registered this year and 50,132 in 1912.

The increased was of commercial cars.

light upon the type of motor cars in most common use. Approximately there were 50,000 cars of 25 horse-power or less, as compared with 28,000 in 1912. There were 43,000 cars registered under 35 horse-power, against 34,000 in 1912, and 17,000 machines of less than 50 horse-power. 17.000 machines of less than 50 horse-power to 14.000 registered in 1912. A-gain of only twenty cars is shown in the number of machines of 50 horse-power or more, increasing from 1,360 to 1,380.

These records, in addition, show that

he number of new cars originally regis tered after August 1 reached approxi-mately 10,000, as compared with 8,900 in 1912, and, although this total reveals only a slight increase over last year, the percentage of gain in the number of these new machines of 25 horse-power or less

ealers in 1912, In 1911 there were 83,000 ures with a corresponding large increase in commercials, the total of these five counties, amounting to 55,000 pleasures and 10,000 commercials.

this year and 50,132 in 1912.

The increased use of commercial cars is one of the most notable features, over 13,000 being registered, a gain of upward of 61 per cent. over last year.

Massachusetts records an increase of 47 per cent. or 5,948.

The figures also spread interesting light upon the type of motor cars in most common use. Approximately there were common use. Approximately there were copy of 25 horse-power or less.

	Year.	Owners.	Chauffeurs	Receipts.
	1901	. 954		28904.00
	1902	1.082		\$1,082.00
	1903		0.242	19.151.00
	1904		2.265	14,249,16
	1905	8,625	4.387	25,553,56
*	1906	. 11,753	7.007	35, 4/3, 23
١	1907		9.388	14,550,10
	1968		10.335	- 53,786,06
	1909		12.533	81,772,67
	1910 (to July 31)		9.595	57,694,00
	1910 (Aug. 1-Fe			erior tio
	110		27,416	239, 845, 96
	1911	. \$3,969	35,890	905,179,37
	1912		45,834	1.000,554.30
	1913 to Dec. 12		56,185	1,271,631.77
	Totals	. 492,994	223,277	\$3,907,277.38
	*Estimated: no	separate	account u	ntil 1904.

SENT OUT TO MAKE JOY RIDING JOURNEY

Studebaker Employees Get Assignment to Be "Private Owners."

Jack Tower, former race driver, workrecently as an inspector at the Stude-ter Plant I in Detroit, looked up as a ssenger boy touched him on the

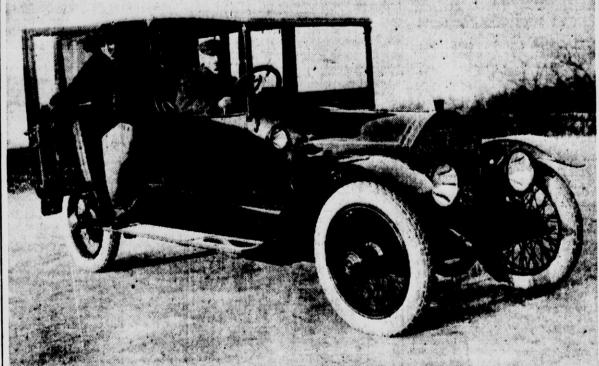
"Mr. Henslet wants to see you." said the boy and vanished. Jack washed his hands and reported at the office of the calef engineer, where he met I. A. Buck causer of the Studebaker sales department, who had been similarly summoned.

THREE POINT AND EASY RIDING. New Method of Attaching Engine Makes Motoring Comfortable.

"Ease of riding is more affected by the method of attaching the engine and its connections to the frame than is generally realized," says a Stevens-Duryea those of the other, the lurch is aggravated by the weight of the engine thrown violently in the direction in which the car tips.

With flexible attachment, although the a day-work which would require twelve engine moves with the chassis, of course, it swings on its three point support and holds its general position firmly, so not only does it not exaggerate the motion





of the recent simples types is a 38 horse-nower closed car, such as this, from which Miss Laurette Taylor, the actress, is seen dismounting

What the Society of Automo-

bile Engineers Has Accom-

plished for Users.

COSTS HAVE BEENCUT DOWN

How Widely Differing Standards Have Been Made to Show Agreement.

mechanical road traction will

plying this demand.

favorably in magnitude with the railroad of to-day. Greater and greater quantities of automobiles will be sold. The standard

of construction will make possible sup-

There have been almost innumerable, and still are many novel engineering, manufacturing and industrial problems involved in the automobile business. An

The amount of work taken sometimes to decide upon a standard for a seemingly insignificant part is almost incompressional.

hensible. The differing views of the engineers must be considered and met; past construction also must be borne in

mind when possible without affecting the merit of a new standard. It must be remembered that fundamentally stand-

ards are not spontaneous products, but what is indicated as best in long prac-tice and what it is reasonable to assume can be used by the average manufacturer.

both in the light of suitability primarily and as related to his past practice. In the words of Henry Souther, the chairman of the standards committee of

Manhattan Automobile Club's Crusade for Motor Car Owners

THE crusade the Manhattan Automobile Club has just started has for its objects, as expressed to car owners generally in this city, these: The protection of their investment in automobiles, as it never

The removal of the excessive annoyances which beset the automobilist in the streets, in garages not properly regulated. from irresponsible chauffeaurs and from every other quarter.

The protection of the public against the perils and annoyances of reck-Securing the right kind of legislation and preventing the wrong kind.

The prompt regulation, by the automobilists themselves, in conjunction with the municipal authorities, of what has become in the eyes of the public a great problem-the automobile traffic in our streets.

builetin. "If the power plant is rigidly attached and the car lurches because the and horses used for towing purposes on wheels on one side are raised higher than the stiff hill, and the four men with shovels who spread the gravel.

Since it went into service experience in operating the truck has enabled the **STANDARDIZATION** contractor to get more work out of it. It now hauls about 124 tons of material

OFFERS TESTED CHAUFFEURS.

of the Studebaker sales department, who had been smilerly summoned.

"Boys" said Mr. Heaslet, "you have drawn a vacalon. You're off your regular job for the present. Forget you're on the payroll. Down in the yard are two automobiles. They're yours until you turn them back in. Here are your expense checks. Take those cars from Detroit to Jacksonville and pack.

"Mind, now, you're private owners. You're carry ins only the regular touring equipment. I don't want to hear a thing from you till you get back. Then I want to know every bit of information you've got out of your trip. Now beat it:"

The cars were the first Studebaker and "six" produced in the regular factory rut. Experimental models had been in regular service for months, but they had been built from the engineers drawings. The cars given Tower and Buck were from to the regular towned flavorings. The cars regular factory rut. Experimental models had been in regular service for months, but they had been built from the engineers drawings. The cars given Tower and Buck were from the regular towned flavorings. The cars given for the engineer I with ever increasing volume and Buck were from the regular towned flavorings. The cars given factory rut. Experimental models had been in regular service for months, but they had been built from the engineers of any increase and forge.

The two tourists hustled together their personal baggage and started. They struck in fall rains the second day out. "The employment of a chauffeur," says! By COKER F. CLARKSON, General

were 1,100 sizes ordered for use in building motor cars. The sizes differed by a hair's breadth for similar purposes and no good engineering reasons. Now by cing before our engineers in the S. A. E. data book a list of 160 sizes which can be obtained in stock, which are made in large quantities, and are therefore cheaper, the cost of tubing is less and the delivery quicker; all of which helps to reduce the price of motor cars.

"Carbureter fittings are no longer dif-ferent for every carbureter. The user may try various carbureters without having his car entirely rebuilt. This is because gasciene pipe sizes and threads are the same, the lever connection as to size and the flanges which join to the engine or the intake pipe are the same. "Magneto bases and connections are the

same, and a man may shift from one magneto to another if necessary." Many more car elements and processes of manufacture might be cited.

SAFETY IN WINTER TOURING.

Can Be Got Now by Means of Non-

Can be Got Now by Means of NonSkid Trends on Tires.

"One of the chief objections, hitherto, to winter motoring has been the dangerous conditions of travel occasioned by had reads," says E. C. Tibbles of the B. F. Goodrich Company, "but with safety trend tires, now rold at prices less times previously asked for smooth treads, where the care asked as are enabled to equip their cars with these that are not only economical in first cost and in miletae rendeved, but which assure the care a safe foothold on the roadled, no matter how slippery, slushy or ley.

"The 'safety first' movement which we have the care asked of the principal railway systems. Horse three terraces, leads from the main and third levels. This opening is 136.

ACCIDENTS FEW IN FRANCE.

So Patalities in a Vear on Nearly and third levels. This opening is 136.

104 feet in the second floor and 85 by on the third level, gives the effect a merganine floor gallery.

A stairway sixty feet wide, built of the transport of the principal railway systems. Horse three terraces, leads from the main a miletae transport of the principal railway systems. Horse three terraces, leads from the main a miletae transport of the principal railway systems. Horse three terraces, leads from the main a miletae transport of the principal railway systems. Horse the principal railway systems. Horse three terraces, leads from the main a miletae transport of the principal railway systems. Horse three terraces, leads from the main a miletae transport of the principal railway systems. Horse three terraces, leads from the main a miletae transport of the principal railway systems. Horse three terraces, leads from the main a miletae transport of the principal railway systems. Horse three terraces, leads from the main a miletae transport of the principal railway systems.

The 'safety first' movement which we enty-six and those injured eighten. The

VAN PATTEN HAS SAXON CAR. lands Local Agency for the New Low Priced Machine.

The local agency for the Saxon car, the new machine to sell at \$395, has fallen to L. A. Van Patten, who is at present partner of H. S. Houpt in the Lozier agency. He will retain his financial interest in the Houpt company but will devote his entire time to the Saxon. He devote his entire time to the Saxon. He expects his first car here in time for the show and says deliveries will begin about March 1.
"This is not a cycle car, but an automo

"This is not a cycle car, but an automobile with standard tread, 96 inch wheel base and a four cylinder long stroke motor." he said. "It has a two speed selective transmission, shaft drive, crown fenders, Alpine bood, stream lines of the prevailing French fashion, with two passenger body extremely roomy and comportable.

"Harry W. Ford, president of the Saxon Motor Company, has said that more brains and skill are evident in this car than in any new automobile of recent years and points to a number of short cuts in and points to a number of short cuts in design that have tumbled manufacturing cost down to a new level. The organiza-tion behind the car includer President Ford, who is secretary and assistant manager of the Chalmers; George W. Dun-ham, vice-president of the Saxon, who is also vice-president of the Chalmers; and other large stockholders include Hugh Chalmers. Lee Counselman, general manager of the Chalmers, and others associated with the Chalmers organiza-

Some Small Matters of Motoring Interest

The National Automobile Show has a lot to learn about attractive posters. The Importers Salon placard has the winged gentleman driving a car with a 1908 model oil lamp showing at the bottom of the card beaten by miles. No pun in-

Some folks make as much to-do over one of their cars going a long distance under its own power as if they had been retly afraid all along it wouldn't go

The profit at which the post office is run is traceable directly to the auto-mobile. Look at the stamps F. Ed Look at the stamps F. Ed

GREEN AND WHITE **AUTO SHOW COLORS**

Decorative Scheme Better and Simpler Is Promised by Palace Folks.

SMILAX ON THE PILLARS

And Green Signs Will Tell the Names of the Various Exhibitors.

Two weeks remain before the National Automobile Show opens in the Grand Co first time the entire exhibition be held in a single building. Through ncreasing popularity the automobile sa has become a fixed socia, as well as t event. Thousands of out of town visits pay a yearly visit to it to see what new in motor cars, and for this seaso exhibition the crowds will be greater to

Since the shows began each year ha seen a change in the decorative schen used for the occasion. The interior the Grand Central Palace this year w be marked by greater simplicity in general scheme than ever before main decorative scheme is that of a Co inthian court. The Palace is to give the visitor the impression of a great

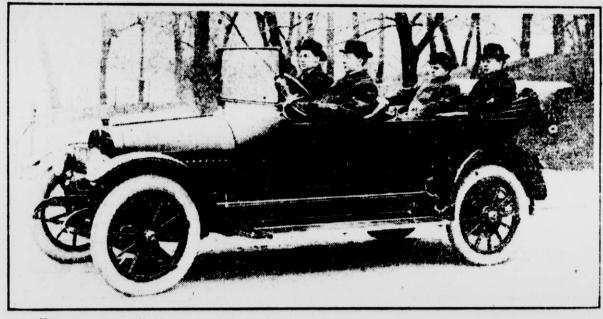
The dominant colors in the decoration will be white and green. Three thousanbunches of smilax will be used to entwinthe massive pillars on the main floor and on the other three floors which will be used for show purposes. Fifty-two crates of natural foliage have been shipped from Florida and floral artists are now engaged in grouping the plants which are to be used to add color to the setting. The exhibition spaces on all floors will

The exhibition spaces on all floors will be carpeted with a special woven fabria of marcon tint. More than 15,000 squary gards of carpeting will be used. Large signs painted green and gold containing the early arrivals have something too much of the toy look to make themselves popular. Making himself look funny as a means of saving money doesn't appeal to the average American.

ACCIDENTS FEW IN FRANCE.

The exhibition spaces on all floors will be carpeted with a special woven fabria of marcon tint. More than 15,000 squary gards of carpeting will be used. Large signs painted green and gold containing the mass of exhibitors will haugh be used. Although on three levels the Palace exhibition hall architecturally has the aspect of a spacious amphitheatre. Near the centre a large court arises to height of forty feet through the second and third levels. This opening is 126 by the carpeted with a special woven fabria of marcon tint. More than 15,000 squary gards of carpeting will be used. Large signs painted green and gold containing the mass of exhibitors spaces on all floors will be carpeted with a special woven fabria of marcon tint. More than 15,000 squary gards of carpeting will be used. Large signs painted green and gold containing the mass of exhibitors spaces on all floors will be carpeted with a special woven fabria of marcon tint. More than 15,000 squary gards of carpeting will be used. Large signs painted green and gold containing the mass of exhibitors spaces on all floors will be carpeted with a special woven fabria of marcon tint. More than 15,000 squary gards of carpeting will be used. Large signs painted green and gold containing the mass of exhibitors spaces on all floors will be the carpeted with a special woven fabria of marcon tint. More than 15,000 squary gards of carpeting will be used. Large signs painted green and gold containing the mass of exhibitors spaces of exhibitors spaces.

New Hudson Six Arrives in Town



Most recent of all Hudson models is the Six-40, which is portrayed here. It is a light car of moderate price and promises low upkeep cost,

involved in the automobile business. An enormous amount of experimentation and testing has been necessary to bring the automobile to its present stage. And of course the world does not stand still; this experimentation and testing, costly in both time and money, is still going on. The great development of the last several years has been refinement of construction, aiming at absolute reliability. Naturally there is an irresistible tendency toward simplicity in design.

The two things accomplished by the Society of Automobile Engineers which are of particular interest to the user The two things accomplished by the Society of Automobile Engineers which are of particular interest to the user are the raising of the standard of design and construction and the standardization of parts. During the last three years many new standards have been worked out. The engineers and mechanical heads of the automobile makers have been quick to draw to their logical and accurate conclusion the data on various engineers of smooth treads."

In a population to all total number of grade crossings existing on the six systems concerned was 34.981.

According to the French Ministry of Public Works, which has supervision over the railway systems, every effort is being made to reduce the number of grade crossings existing on the six systems concerned was 34.981.

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According to the French Ministry of Public Works, which has supervision over the railway systems, every effort is being made to reduce the number of grade crossings existing on the six systems concerned was 34.981. have fathered in its application to all total number of grade crossings existing ways at or near the corners of the conclusion the data on various engineering subjects jointly and severally submitted and discussed at the periodical meetings of the society. The work the society has been carrying on is for the benefit of the whole industry and the

BRADY-MURRAY MOTORS CORPORATION

SALESROOM-SERVICE STATION-GENERAL OFFICES

INDUSTRIAL TOLLOWC GASOLENE INUUN

. FIFTY-FIFTH STREET-WEST OF BROADWAY TELEPHONE, 9177 COLUMBUS

NEW_YORK

December 18, 1913.

New York Sun. Bew York City, N. Y. Gentlemen: -

It may interest you to know something of the actual pulling power of your Paper as an advertising medium. Last November when you published your "Closed Car" section, we sold a car as a direct result of this advertising. The Purchaser of the car came into this office with a copy of your Paper which contained our advertisement.

As to future advantising. I may say that the Sun is on our list.

Yours very truly

BRADY MURRAY MOTORS CORPORATION.

When Mme. Sembrich Goes Motoring



Mme. Sembrich and her husband about to enter her Mercedes car in front of the Villa Monticello, her home at Nice.

From Pittsburg to Philadelphia they crossed the Alleghanies in conditions which could scarcely have been worse. It

TRUCK SAVES \$50 A DAY. the owner in the professional chauffeur.

With 3,000 miles showing on their speedometers they roiled back into Detroit, having played their roies to a finish. They had disobeyed orders only by sen-ling Heaslet two picture postals. Otherwise, they had been conscientious private wise, they had been conscientious private wise, all through.

This concern has for one object that of giving the public protection against the accidents due to the incompetent chaufter. This should be popular nowadays.

Sional chauffeur. This concern has for one object that of giving the public protection against the accidents due to the incompetent chaufter. This should be popular nowadays. finish. They had disobeyed orders only by sending Heaslet two picture postals. Otherwise, they had been conscientious private owners all through.

"Dear Mr. Heaslet," Tower says he reported: "I haven't anything to tell you but the purchase of oil and gasolene, and not much of that. But the next time you make a private owner out of me please do to the roads upon which Nolen is doing to the roads upon which

make a private owner out of me please do it in the summer. There was too much pain."

How to Keep Lamps Burning.

A Studebaker four, the driver of which had been blinded by the glaring headlights of another car, recently took a lights of another car, recently took a lights of another car, recently took a light of blinded by the glaring headlight of another car, recently took a light of another car, recently took a dive into Duint Harbor. The airtight the load was sliding out of the tail gate, sengers could be rescued. When raised the next day the car was uninjured, aside from a cracked windshield, and its given the car was uninjured, aside from a cracked windshield, and its given the car was uninjured, aside from a cracked windshield, and its given the receipt of the sound literature you may have describing the literature you may have describing device."

The letter was dated November 20.

Two days later a Haynes catalogue of the mystery is eliminated. The standards committee steel division has taken the mystery out of it by getting to found iterature you may have describing the letter was dated November 20.

Two days later a Haynes catalogue of the electric gear shifting device."

The letter was dated November 20.

Two days later a Haynes catalogue of the electric gear shifting device."

The letter was dated November 20.

Two days later a Haynes catalogue of the found literature you may have described was all the electric gear shifting device."

The t

TRUCK SAVES 500 A DAY.

"In its operation his car does not live that affects its pocketbook. The S. A. E. up to the representation of the manufacturer. Through the incompetence of his cost of automobiling. The standards com-

the society:
"The public is interested in anything
"The S. A. E. which could scarcely have been worse. It was still raining as they passed from crag of the Blue Ridge Mountains of Virgirua. Around Brunswick, Ga., they ferried nine miles through a swamp. They didn't get thoroughly dried out till they struck Florida, where the sand was in its glory. Coming north they turned through a specific matter of Philadelphia, is saving in the neighborhood of \$50 a day under the cost of doing the same work by means of horses. It is a case where the truck exactly first they rolled back into Despendence of the manuractive function of the incompetence of his cost of automobiling. The standards countered with the automobile is 100 per cent, more than it should be. The chauffeur the upkeep expense and trouble turer. Through the incompetence of his connected with the automobile is 100 per cent, more than it should be. The chauffeur the upkeep expense and trouble turer. Through the incompetence of his connected with the automobile is 100 per cent, more than it should be. The chauffeur should be placed upon the same basis of efficiency as that maintained in other branches of skilled labor to whose care human lives and valuable property are should be a standardization of the professional chauffeur. When the truck first went into service

When the truck first went into service

Through the incompetence of his connected with the automobile is 100 per cent, more than it should be. The chauffeur the upkeep expense and trouble turer. Through the incompetence of his connected with the automobile is 100 per cent, more than it should be. The chauffeur the upkeep expense and trouble turer. Through the incompetence of his connected with the automobile is 100 per cent, more than it should be. The chauffeur the upkeep expense and trouble turer. Through the incompetence of his connected with the automobile is 100 per cent, more than it should be. The chauffeur the upkeep expense and trouble turer. Through the incompetence of his connected with the automobile is 100 per cent, more than it should be. The chauff

"I am taking the liberty." writes a prominent Cleveland attorney, "to request motor companies buy S. A. E. Specifica-